

Case Study: Warehousing

With more than 100 years in business, Chicken of the Sea understands the importance of providing an exceptional customer experience – and the critical role that its third-party logistics provider plays in delivering that experience.

The Challenge

Frustrated by poor service from a previous third-party provider, Chicken of the Sea needed to make a swift change to a new 3PL in order to continue providing its customers with high quality seafood. With extensive experience in food logistics and a strong track record for speedy start-ups, Saddle Creek was uniquely equipped to support the long-standing brand.

The Solution

Saddle Creek had the systems and infrastructure in place to get operations up and running quickly and seamlessly. A conveniently located facility in Fort Worth, Texas, was already built out for food-grade operations and certified by BRCS. Trained staff familiar with food-and-beverage operations were in place to help guide the start-up. Within just two months, Saddle Creek began warehousing and shipping out products for Chicken of the Sea.

Today, a robust warehouse management system (WMS) helps to manage inventory and optimize stock rotation. Approximately 35 to 40 percent of products are case picked while the balance is pallet-in/pallet-out.

The Results

Saddle Creek is off to a strong start, consistently scoring 100 percent on all key performance indicators (KPIs), including First Expired First Out (FEFO), EDI accuracy, truck turnaround time, lot codes, documentation and more. Saddle Creek also handles customer service effectively, addressing issues quickly and responsively.

Chicken of the Sea is delighted with the start-up experience. They have already discussed potential partnership opportunities with Saddle Creek in other markets.

“Saddle Creek’s extensive resources and food-and-beverage expertise helped us to effect this transition quickly and seamlessly, so we could continue to provide an optimal experience for our customers,” says Carolina Montoya, Supply Chain and Logistics Analyst at Chicken of the Sea.



Industry:

Food and Beverage

Business Profile:

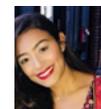
Leading packaged seafood company

Quick Facts:

- › More than 110 million Americans consumed Chicken of the Sea in 2019
- › Celebrated 100th anniversary in 2014
- › Co-founding members of International Seafood Sustainability Foundation
- › Established Mermaid Legacy Fund corporate giving initiative



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Carolina Montoya
SUPPLY CHAIN AND
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